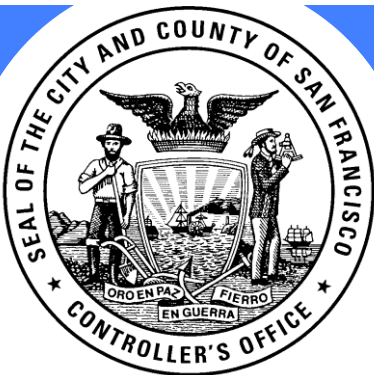


Park Satisfaction Survey

Willie “Woo Woo” Wong and Stanyan
Street Edge Park



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller
City Performance Unit

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12.12.2022

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1. Project Background
2. Willie “Woo Woo” Wong Playground
 - Respondent demographics
 - Survey findings
 - Interview findings
3. Stanyan Street Edge Park
 - Respondent demographics
 - Survey findings
4. Next Steps
5. Questions

CON-GOBOC Collaboration:

This is the second satisfaction survey CGOBOC requested that City Performance (CON) manage.

GOBOC requested CON analyze:

- Was bond money used successfully to improve parks for the public?
- What is the public's satisfaction with the park renovations?
- Are park renovations serving residents of SF, especially under-served communities?

Project Background

- CON and CGOBOC chose two sites:
 - *Neighborhood*: Willie “Woo Woo” Wong Playground in Chinatown
 - *Citywide*: Stanyan Street Edge at GGP
- CON contracted with EMC and Interethnica for survey design and data collection
- 900 quantitative surveys completed per park
- 50 follow-up in-depth interviews completed with volunteer Willie “Woo Woo” Wong participants

Willie “Woo Woo” Wong Playground

6

Willie “Woo Woo” Wong Playground



- Located in heart of Chinatown and named for a USF basketball star
- \$14.5 million renovation was funded in part through the 2012 Clean and Safe Neighborhood Parks Bond
- Renovation includes expanded children’s play area, new clubhouse and improved access to the park
- Included extensive community outreach & feedback
- New playground features custom designed play equipment inspired by Chinese mythology
- Project completed in February 2021

Respondent Demographics

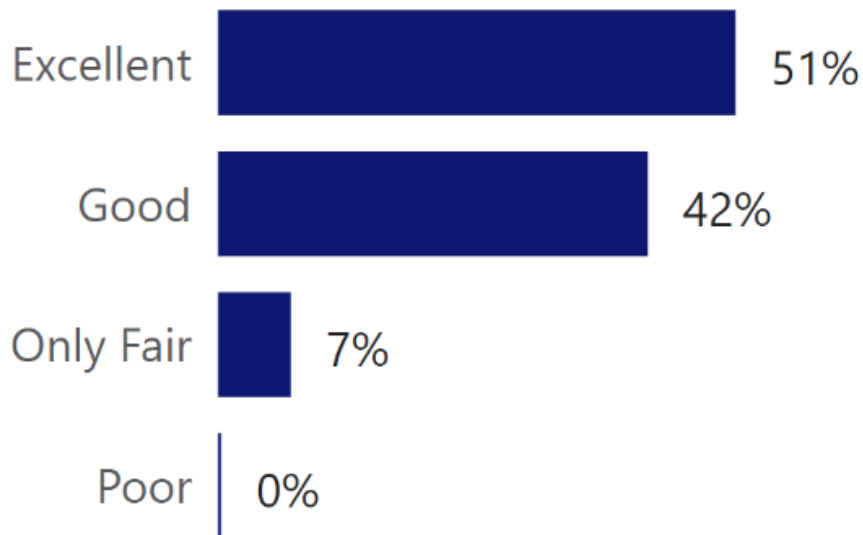
- More than half of respondents identified as Chinese specifically, and 88% identified as Asian more broadly
- More than half of the surveys were conducted in Cantonese, and over 2/3 were conducted in a Chinese language

Respondent Demographics

- Most respondents live in the Chinatown neighborhood
- 2/3 of respondents visit the park at least one time per week, and 1/3 visit three or more times per week

9 out of 10 respondents rated overall park quality highly

Overall park quality rating



Percent of respondents

Average Park Quality Rating:

3.43 out of 4

Scale:

1 – Poor

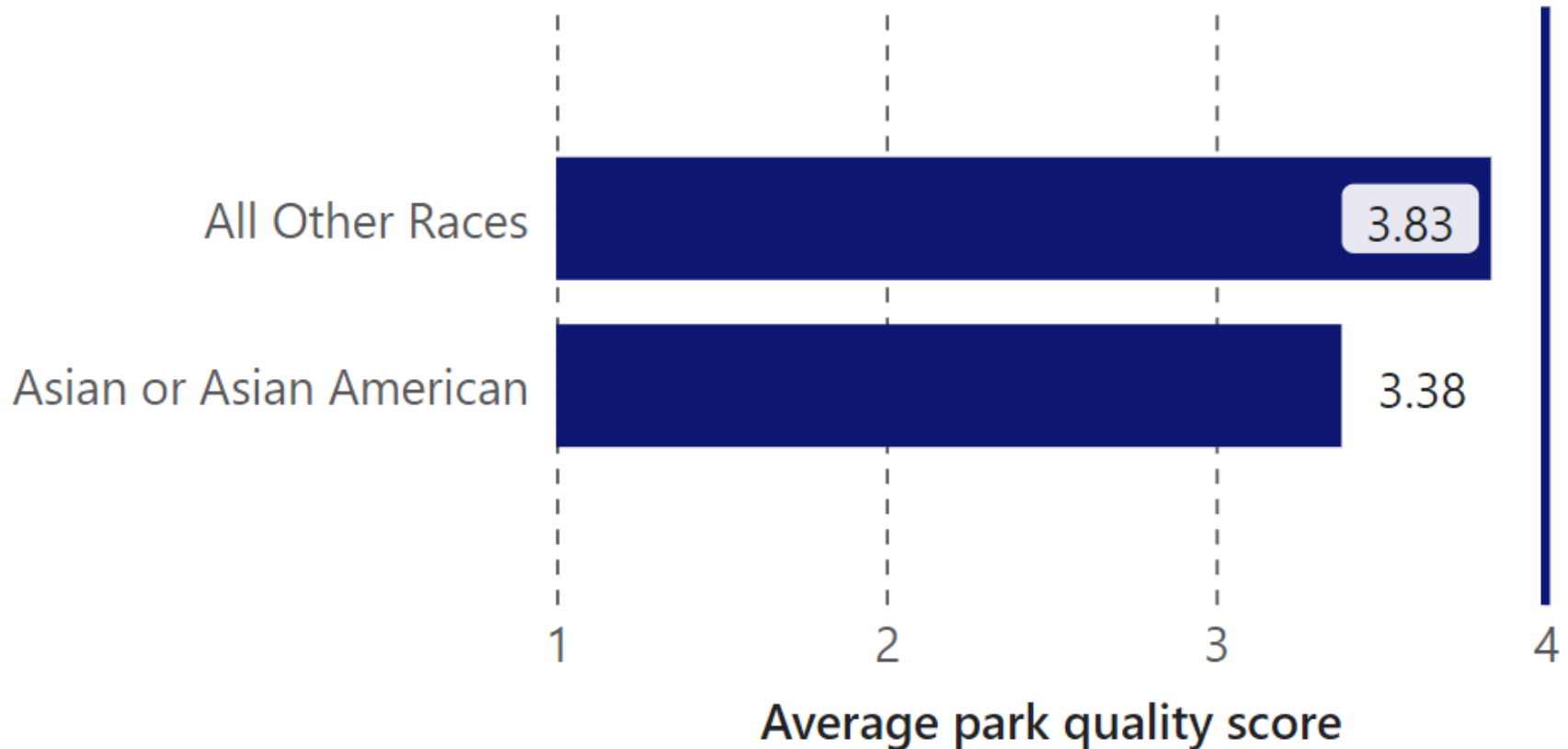
2 – Only Fair

3 – Good

4 – Excellent

Asian respondents generally rated the park more neutrally than respondents of other races

Average park rating by race



Respondents from the neighborhood generally rated the park equally highly as those from outside the neighborhood

Average park rating by neighborhood status



Most park features were rated highly

Features rated most highly

Appearance

Incorporation of Chinese culture

Sports grounds

Playgrounds

Safety

Features rated least highly

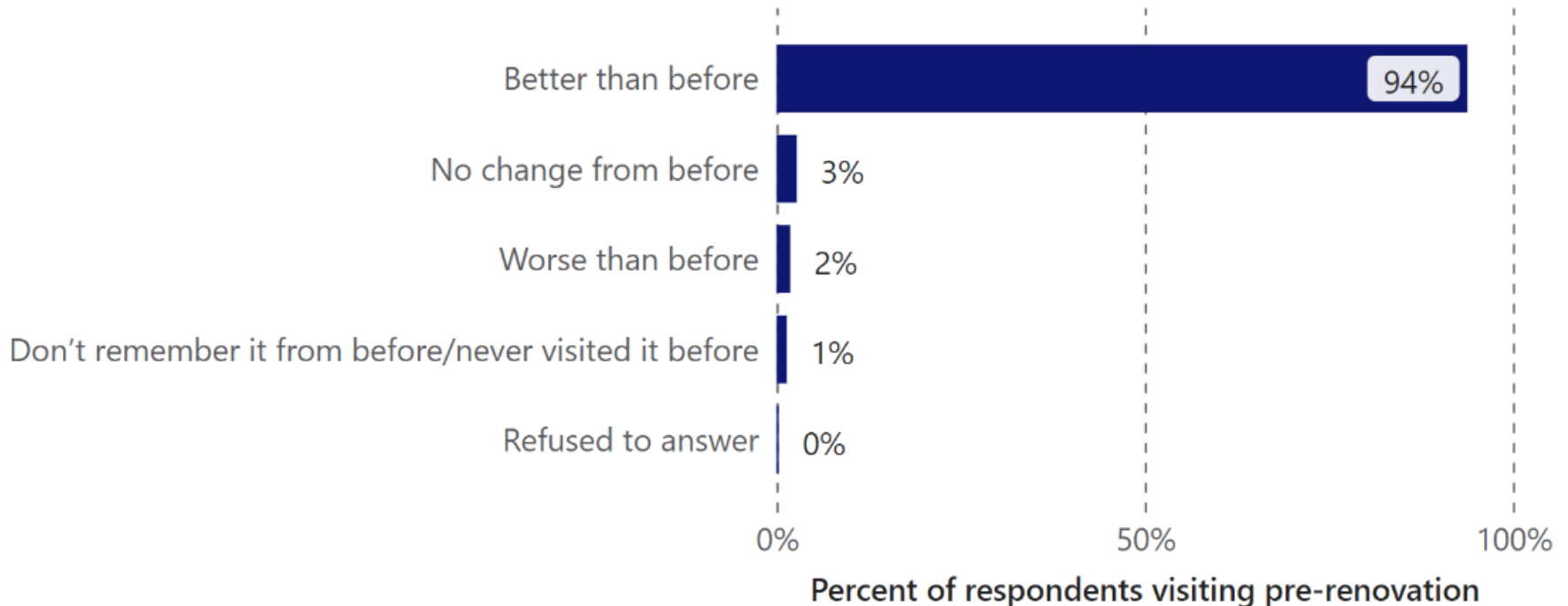
Restrooms

Cleanliness

Clubhouse facilities

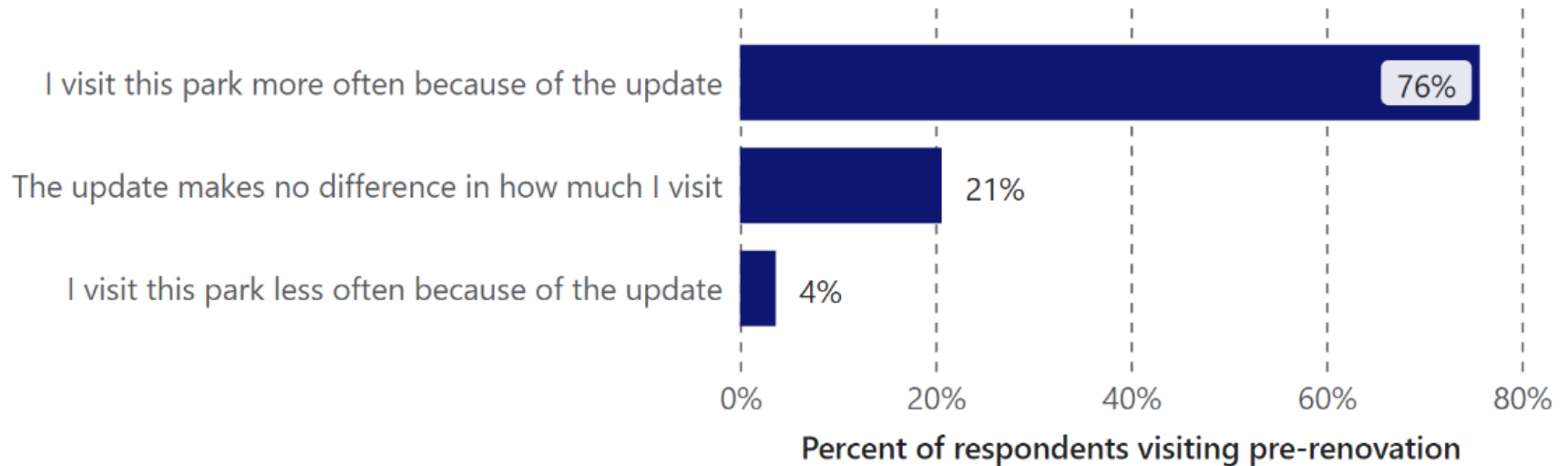
Of those who visited before the renovation, more than 9 out of 10 rated the park as better than before

How would you rate new park compared to before?



**Of those who visited before the renovation,
3 out of 4 visit more often than before**

Do you visit more after the renovation?



Most respondents thought the park represented the history and culture of Chinatown

"The layout and design of the park are very good. I like the incorporation of the culture, like the dragon-themed play structure that reflects the predominant culture in the area. It is organic. It created a space for Chinese people to feel welcome, comfortable, and safe from anti-Asian violence." – 47-year-old female

Many respondents shared the bathrooms as an area for improvement

Participants did not want bathrooms removed, but shared the aspects of this feature that makes it their least favorite, including:

- A general lack of cleanliness
- Overly hot water temperature causing a dangerous situation for children
- A broken restroom door and faucet
- Use of restroom by people experiencing homelessness
- Behavior of other bathroom users making children scared to enter

Stanyan Street Edge Park

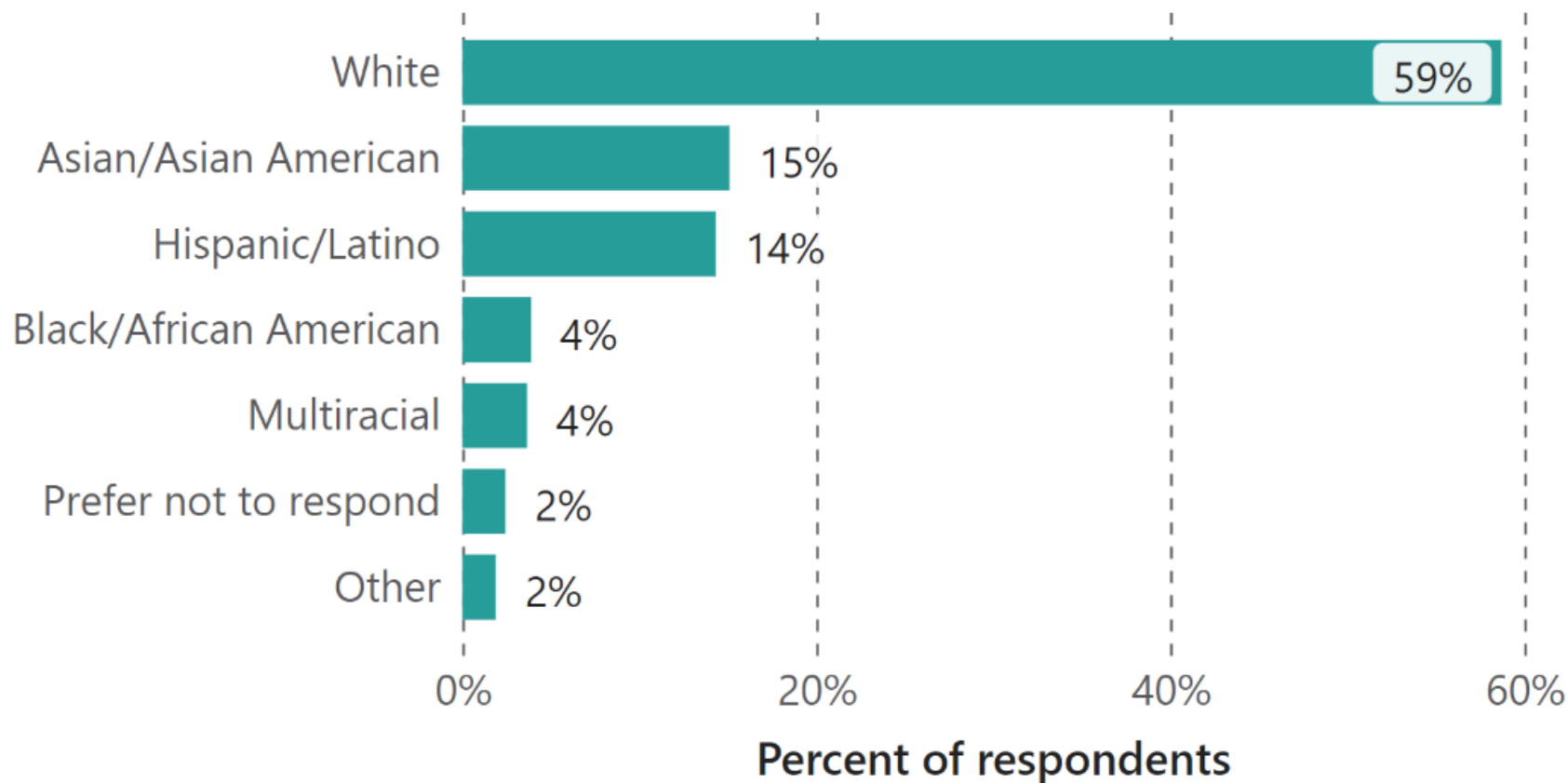


Background:

- Located on east entryway to Golden Gate Park
- \$5.5 million suite of projects
- Focused on renovating Stanyan Street entry plaza, adding pedestrian sidewalk, landscape improvements, bocce ball, and converting existing restroom to Flywheel Coffee
- Project was completed in fall of 2020

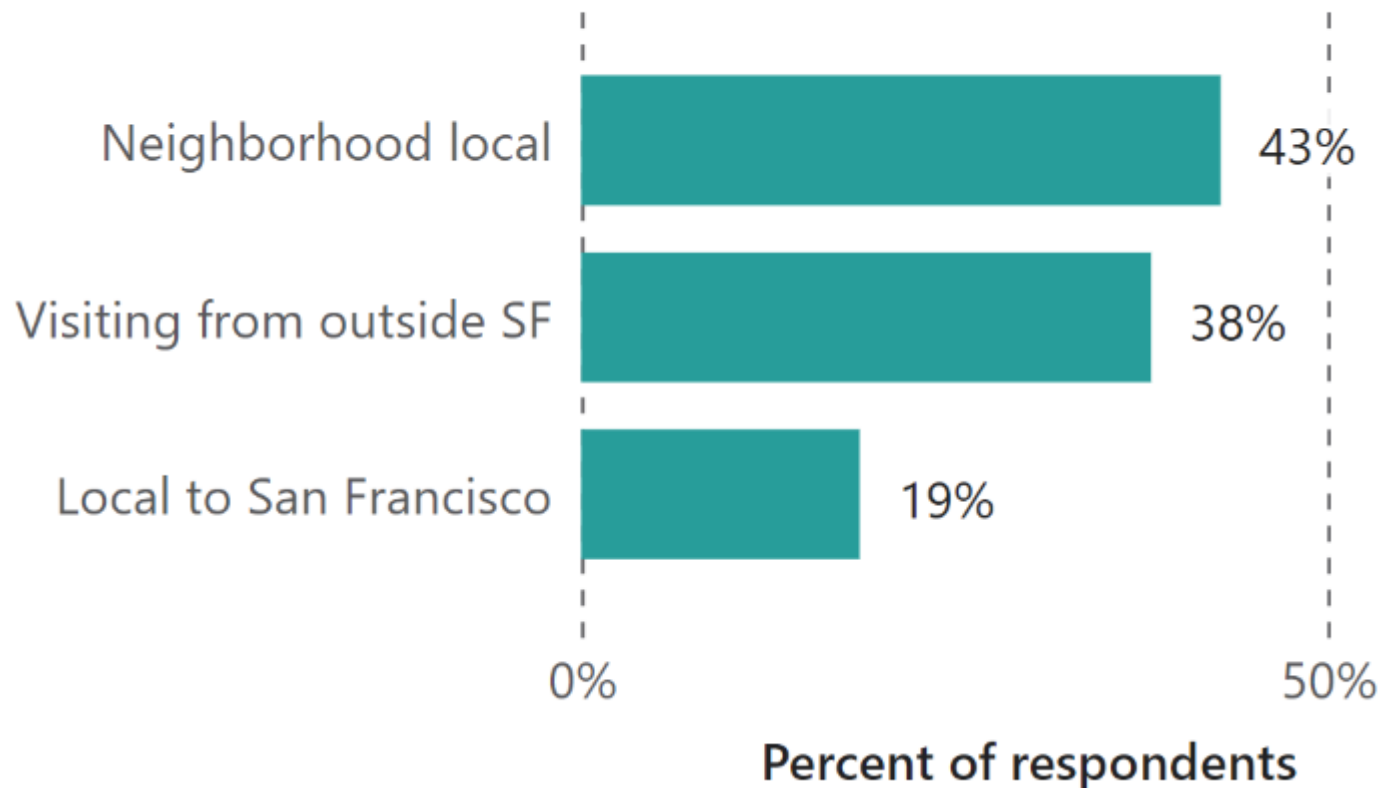
Most respondents identified as White

Race/ethnicity of respondents



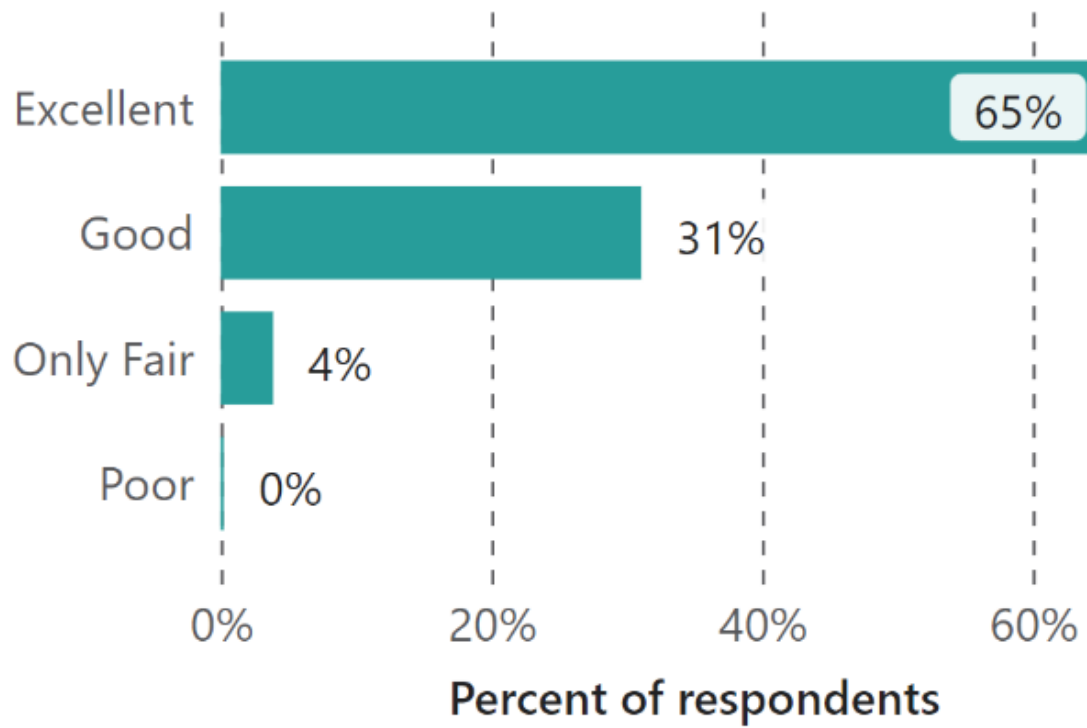
Most respondents are local to San Francisco, and over 40% are from the neighborhood

Home residence of respondents



95% rated overall park quality highly

Please rate the quality of this area overall

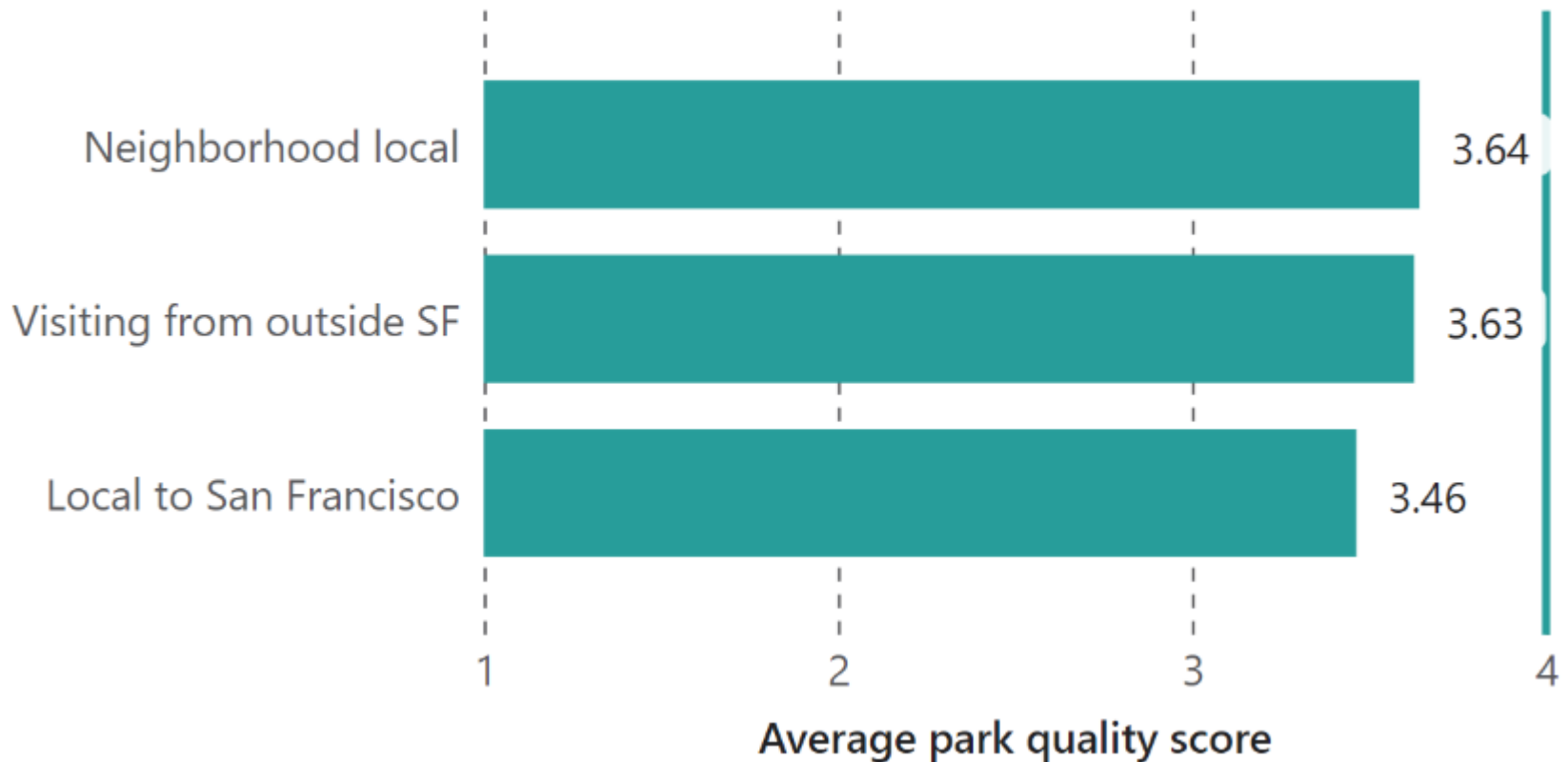


Average Park
Quality Rating:

3.60 out of 4

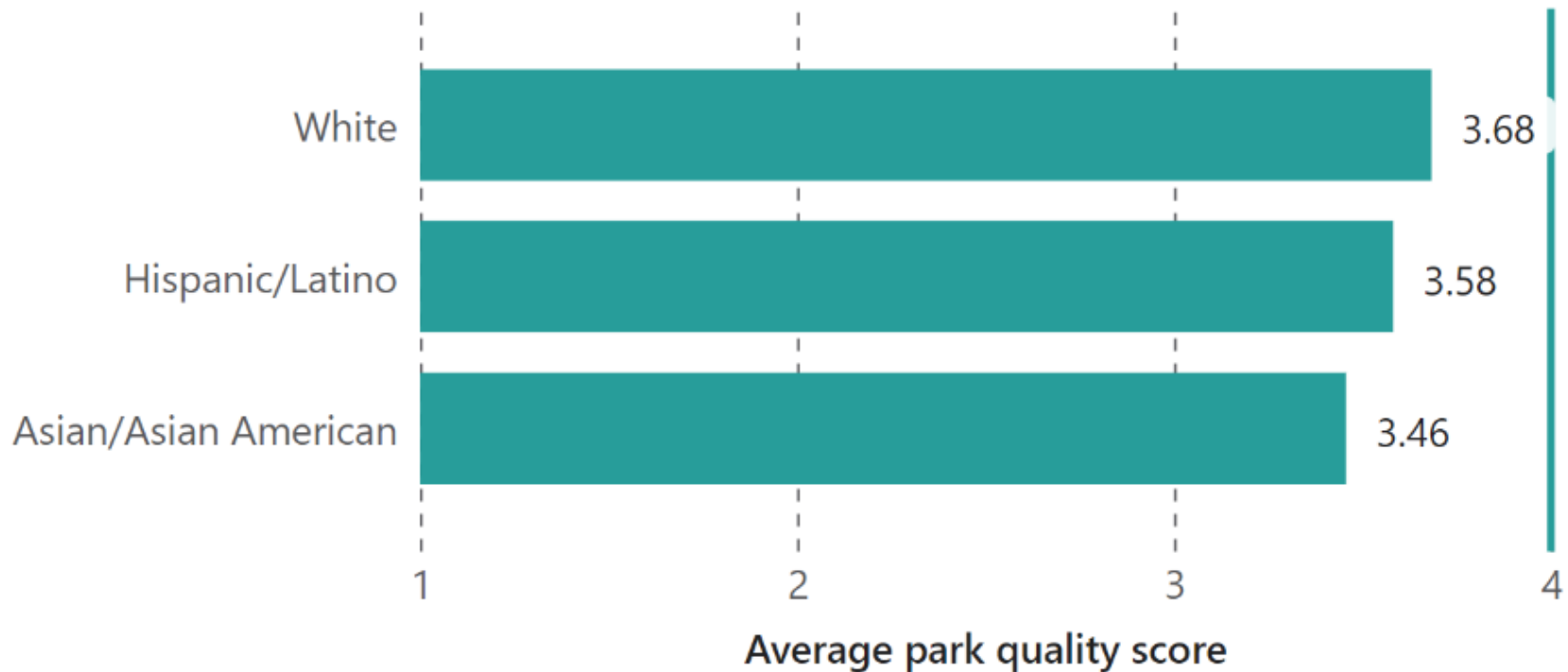
The park was rated equally highly among locals and visitors

Please rate the quality of this area overall



Hispanic/Latino, Asian/Asian American and White respondents all rated the park highly*

Please rate the quality of this area overall



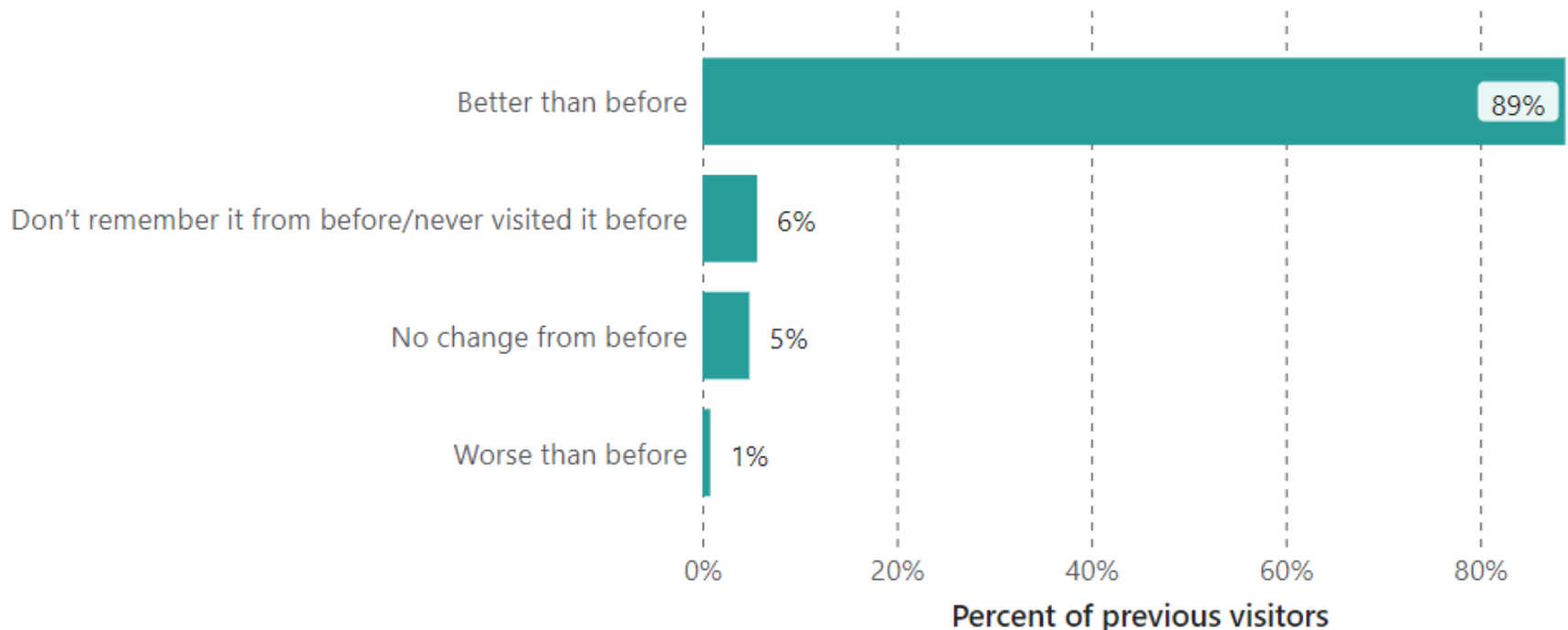
*Race/ethnicity groups with fewer than 50 responses are not shown

All park features were rated highly

- Almost 100% of respondents rated appearance and trails as Good or Excellent
- Like Willie Wong, restrooms were the lowest rated feature, only 85% of respondents rated the feature Good or Excellent

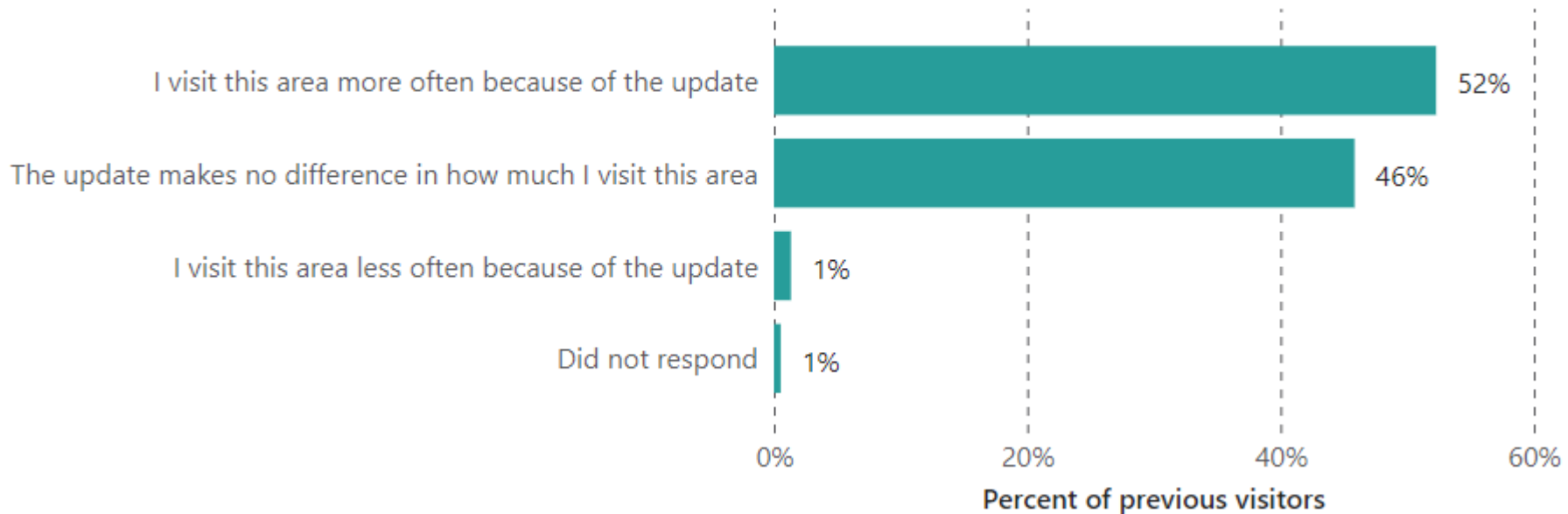
Of those who visited before the renovation,
9 out of 10 rated the park as better than before

How would you rate area compared to before?



Of those who visited before the renovation,
1 out of 2 visit the park more often than before

Which of the following best describes you?



Many respondents appreciated the natural elements



Features liked most

Lake

Trees and grass

General greenery

High Five Zone

Areas for improvement

More trash cans

More seating

More bathrooms

Thank you.

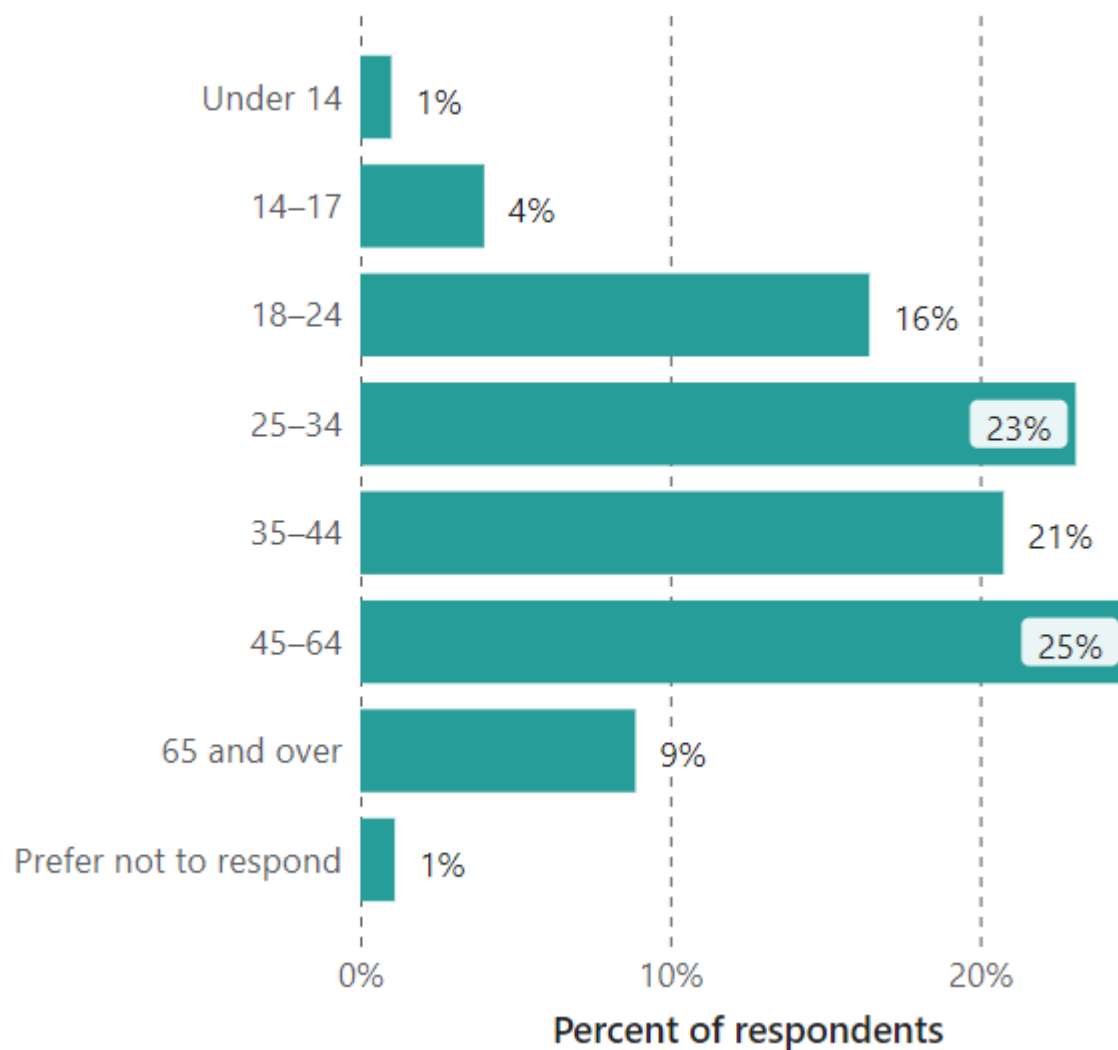
Any questions or comments?

You can reach me at cat.benson@sfgov.org

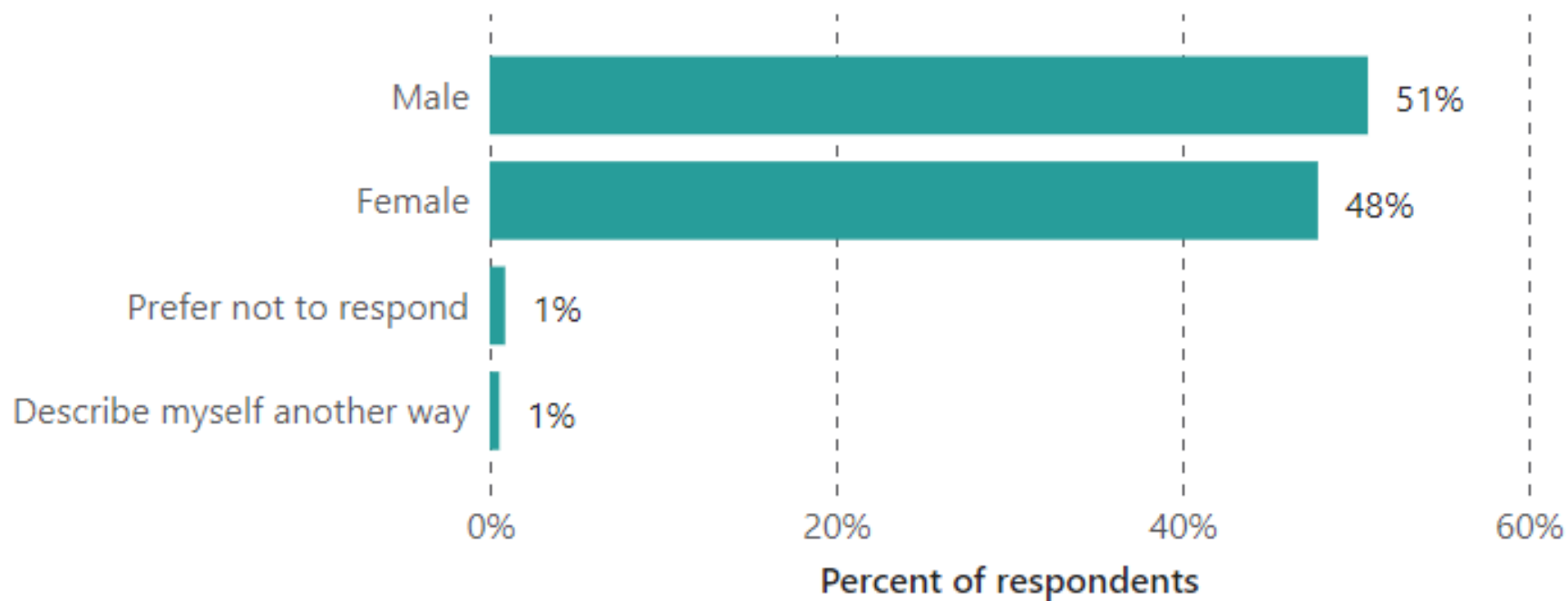
APPENDIX

Further charts of interest follow.

Age of respondents

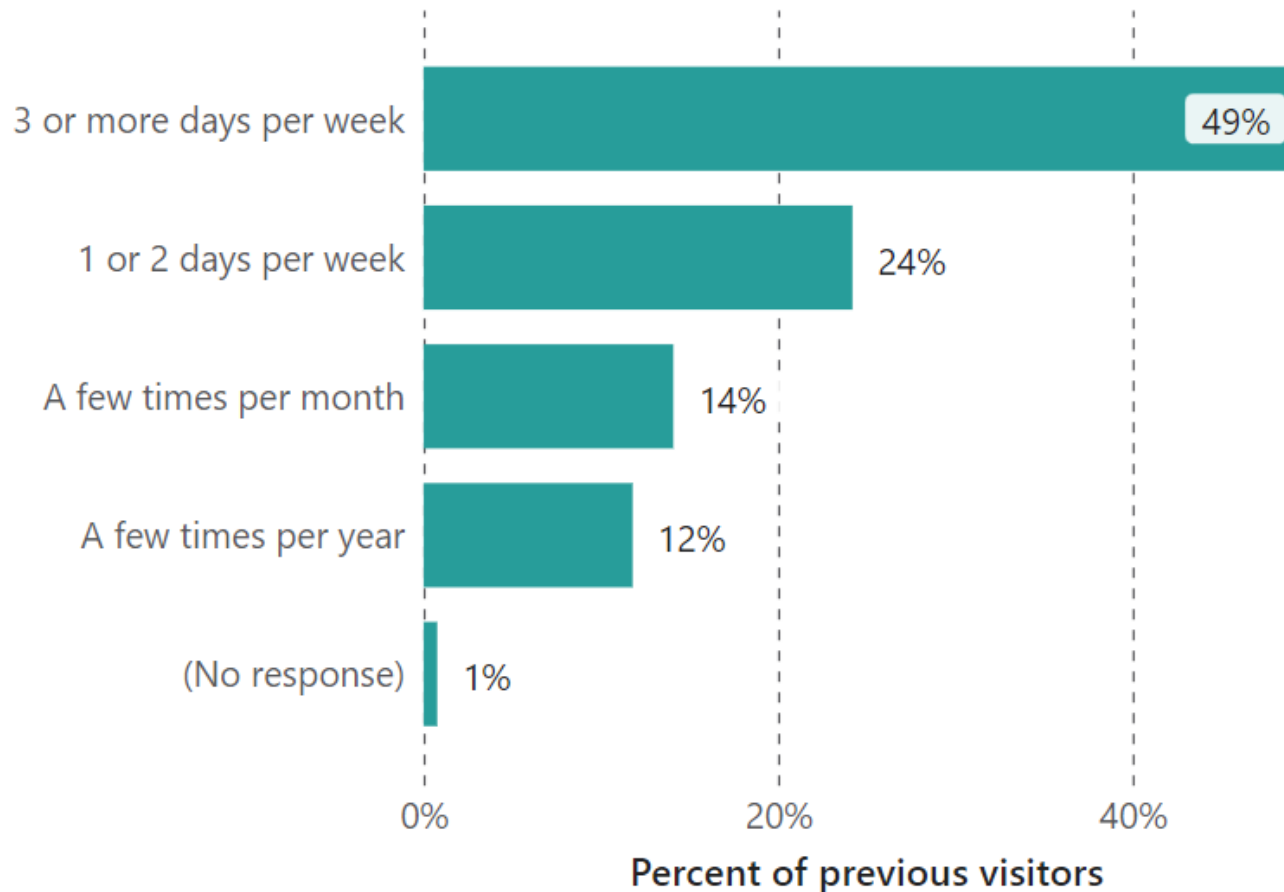


Gender of respondents

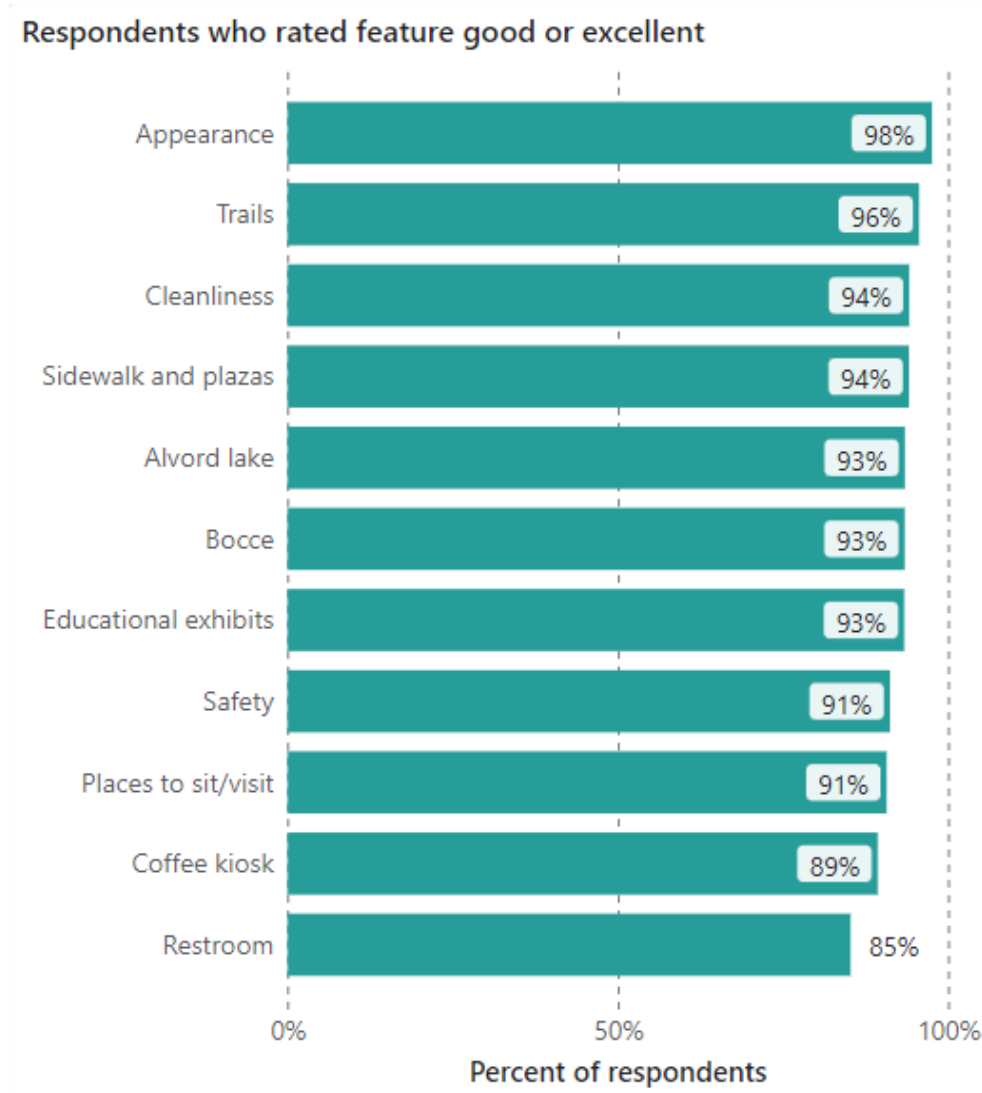


Most respondents are regular visitors

If you have been to this area before, how often do you pass through?

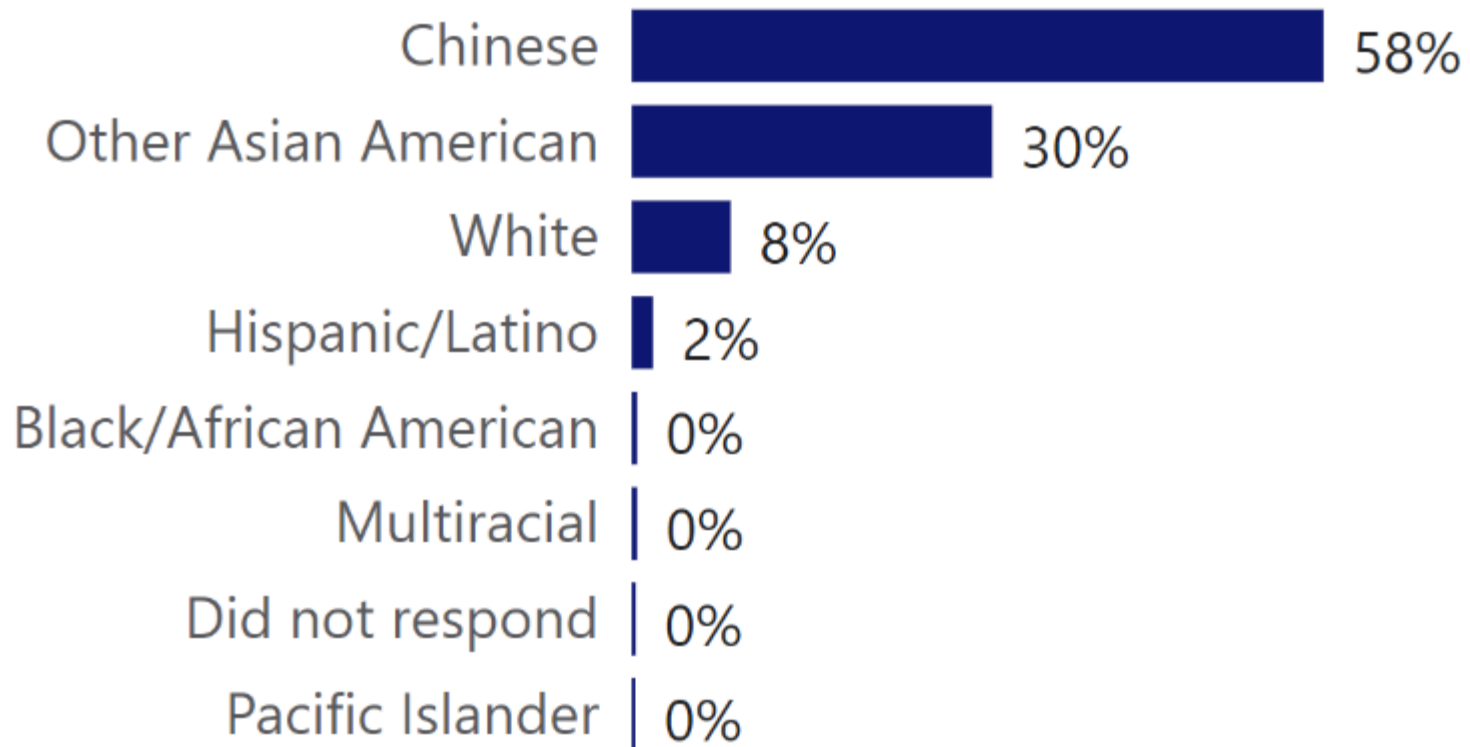


All park features were rated highly



Most respondents identify as Chinese

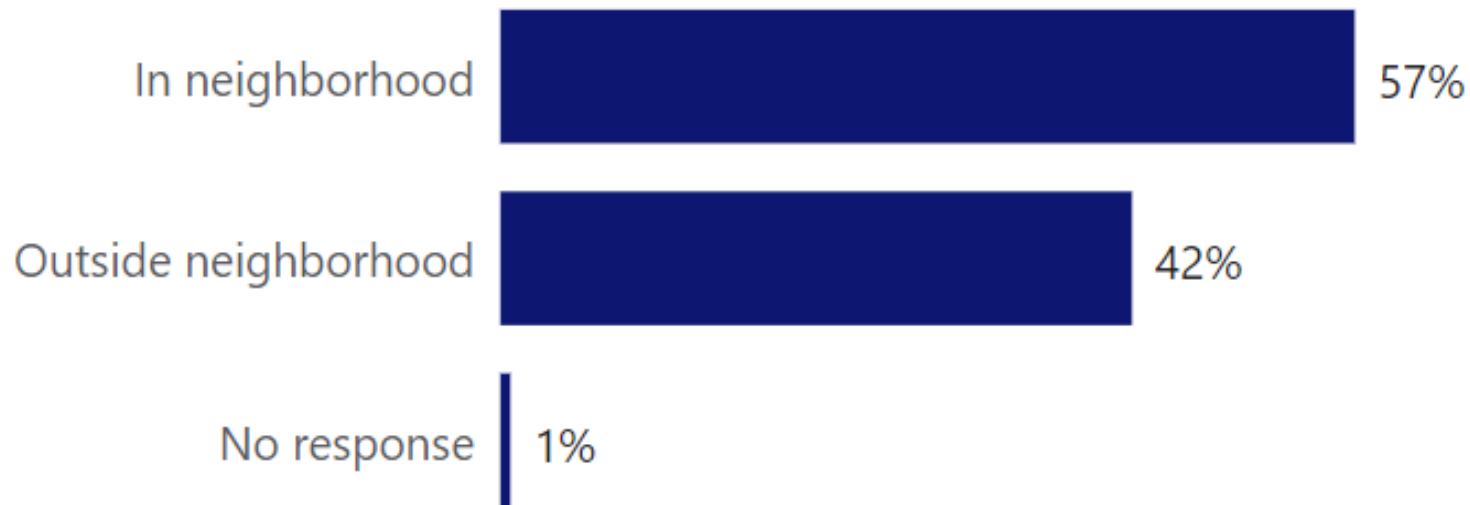
Race/ethnicity of respondents



Percent of respondents

Most respondents were from the neighborhood

Neighborhood of respondents



Percent of respondents

Most respondents are frequent visitors

How often do you visit the park?

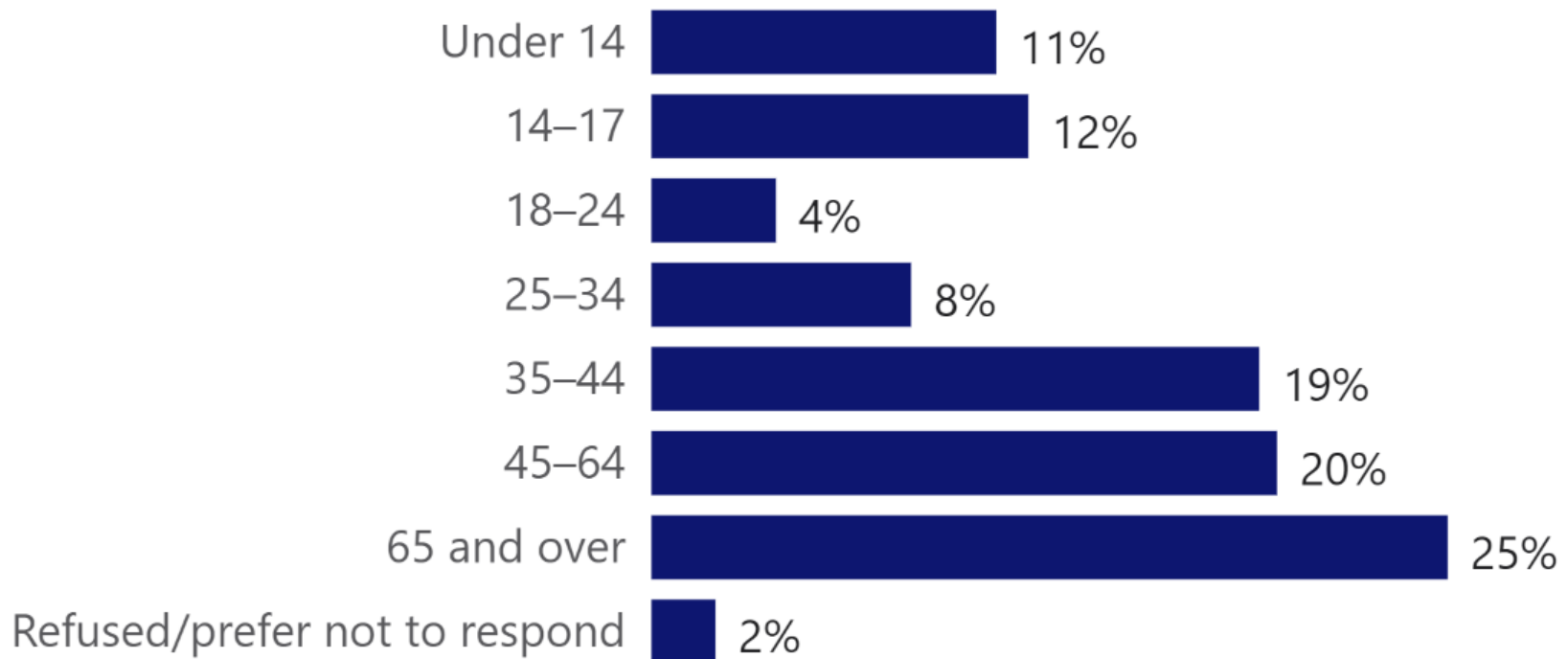


Percent of respondents

Willie “Woo Woo” Wong Playground

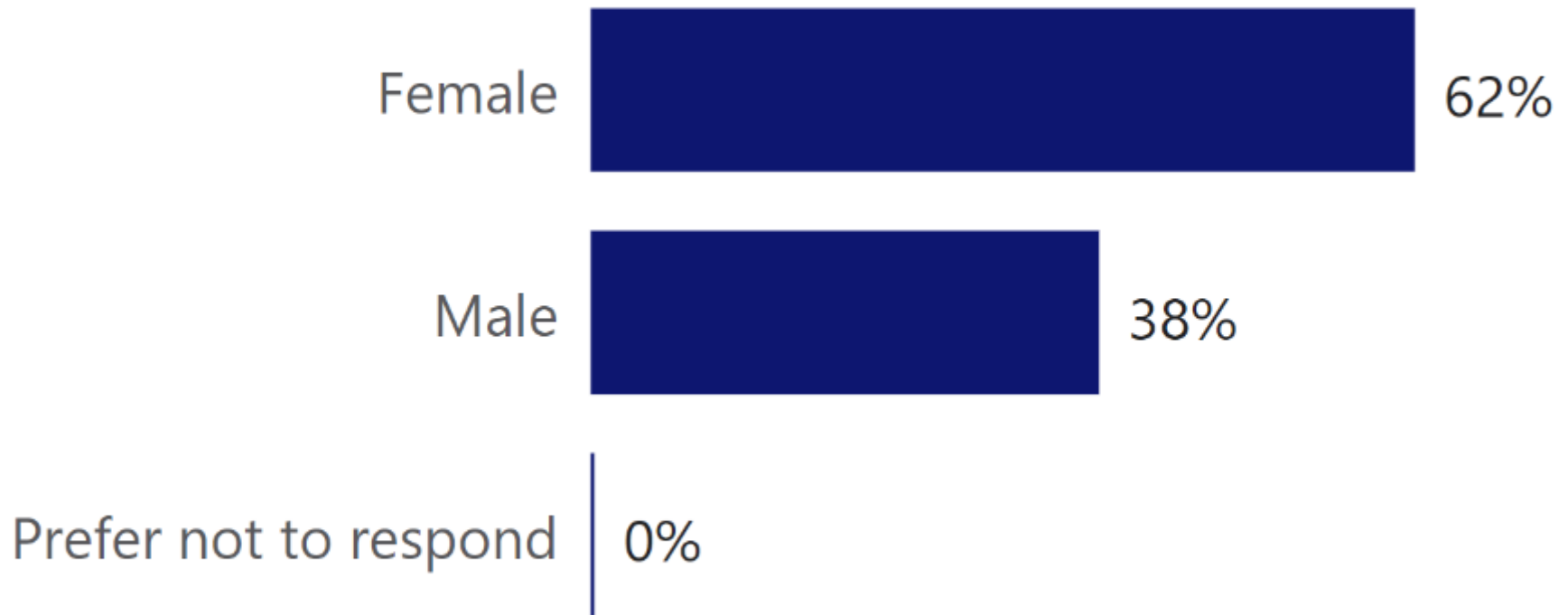
38

Age of respondents



Percent of respondents

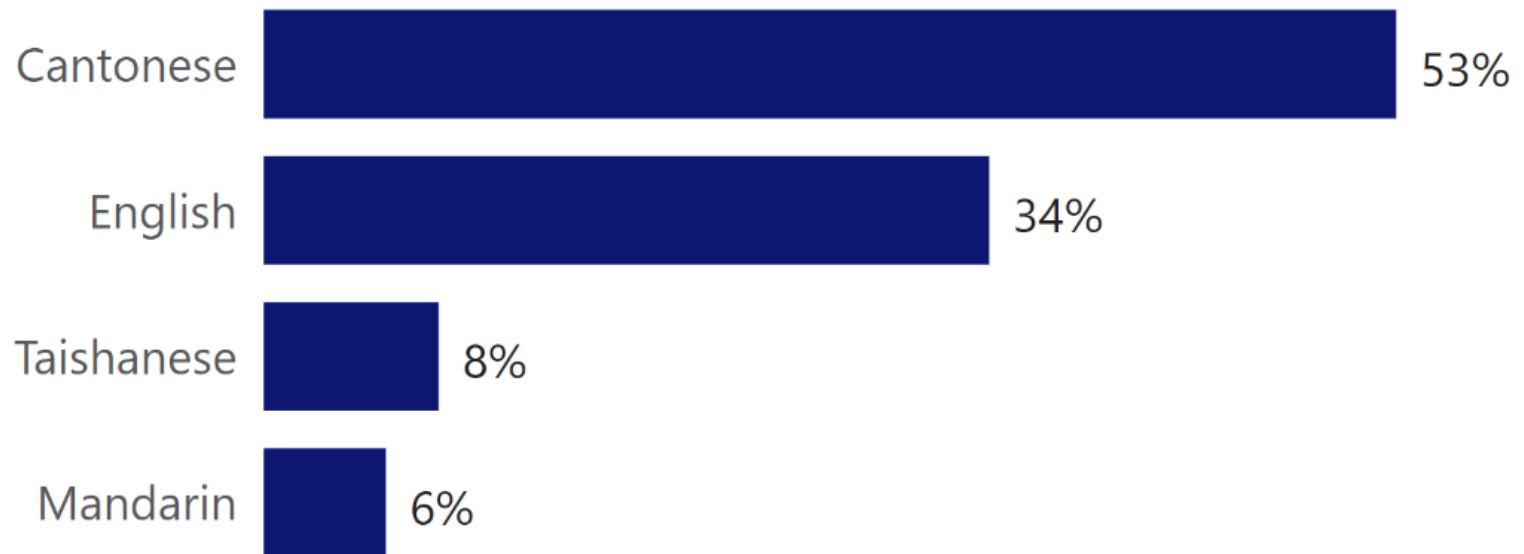
Gender of respondents



Percent of respondents

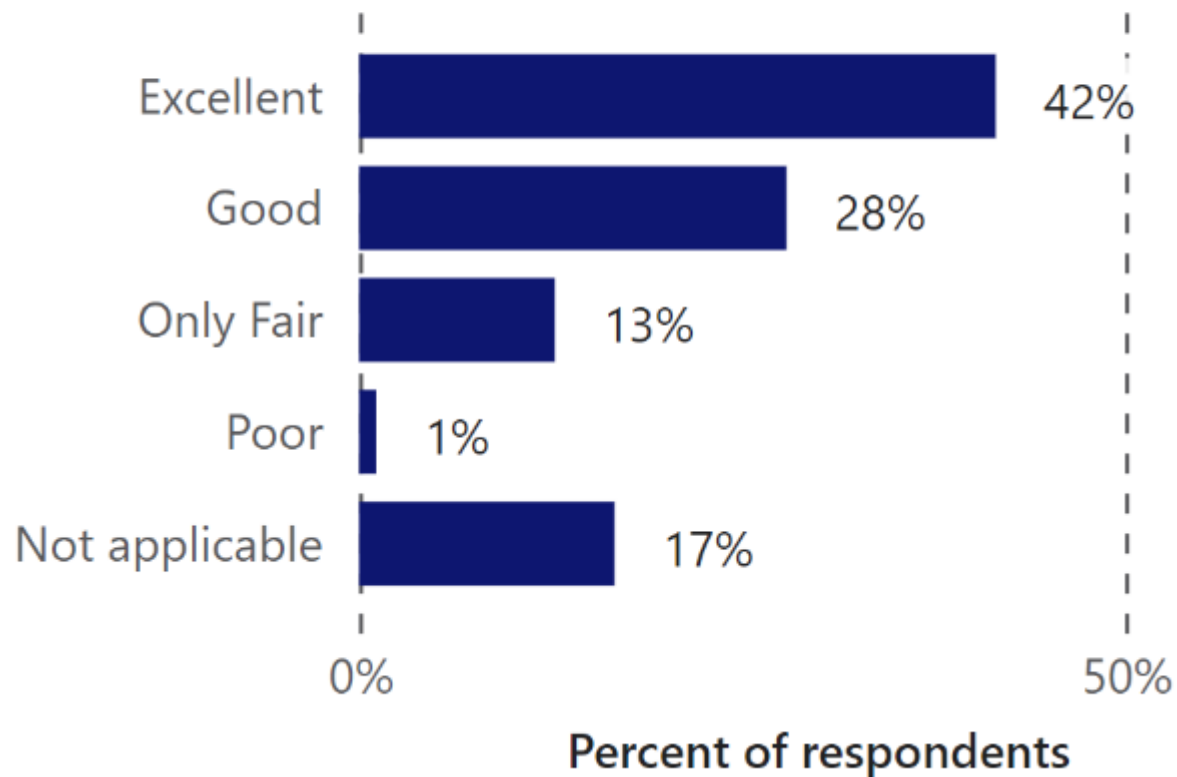
More than half of the surveys were conducted in Cantonese

Language of survey

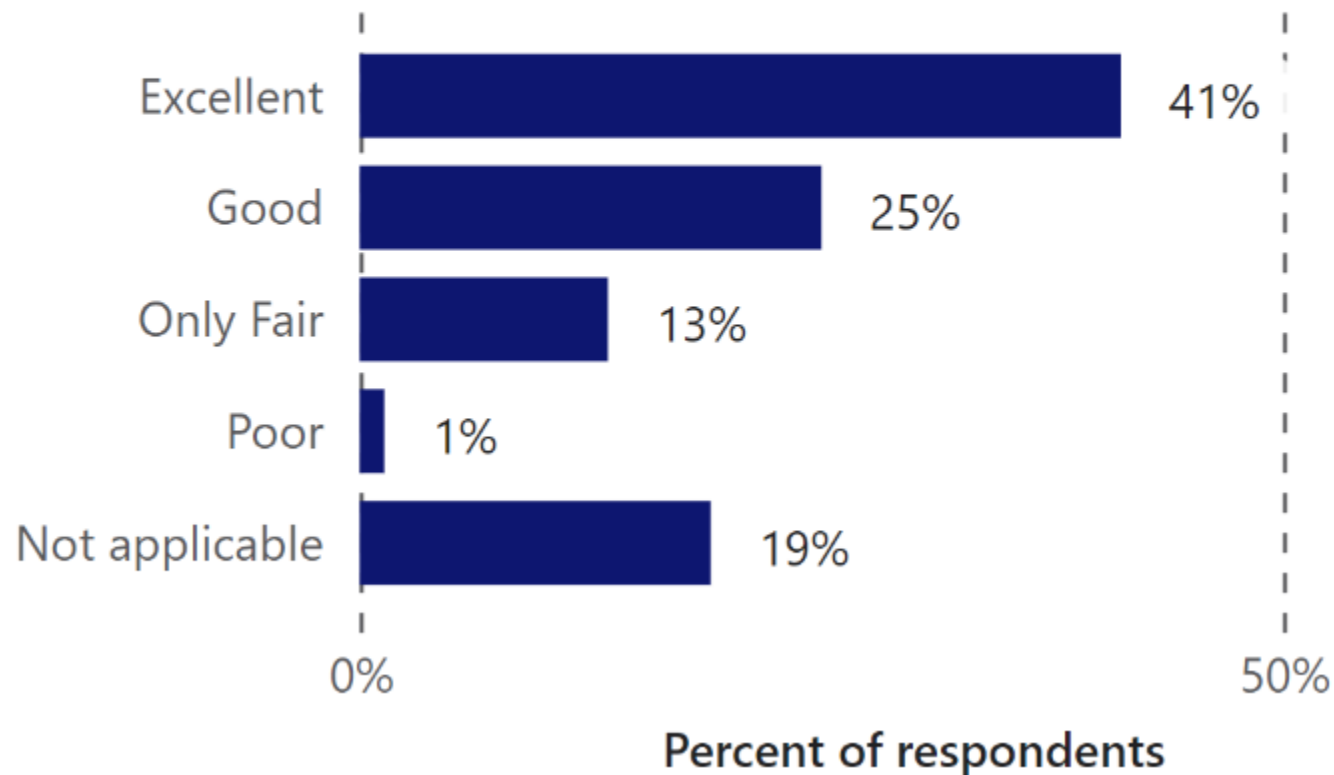


Percent of respondents

How well does the park reflect Chinatown culture?



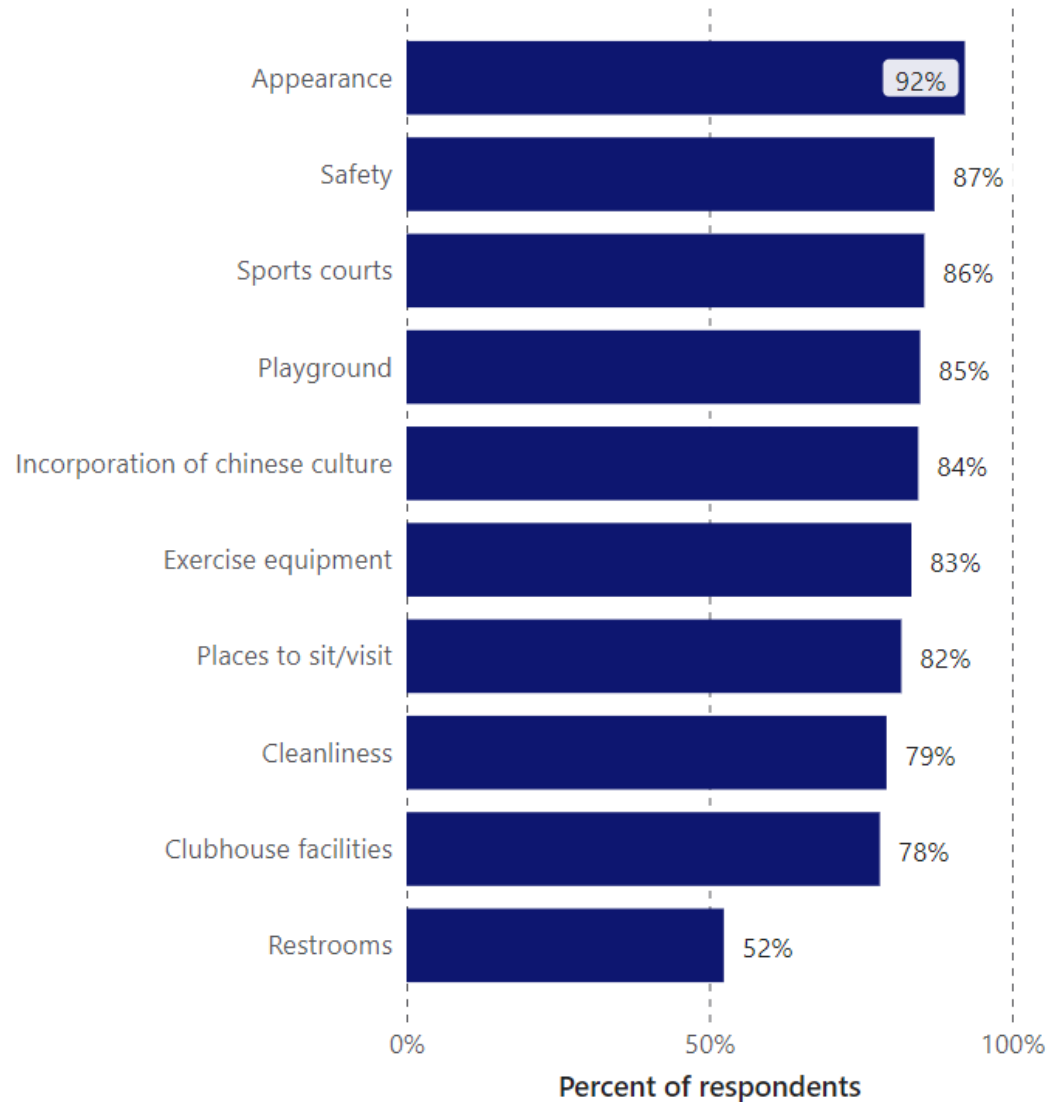
How well does the park reflect Chinatown history?



Willie “Woo Woo” Wong Playground

43

Respondents who rated feature good or excellent





SURVEY OF **Stanyan Edge Park Users**

SF Citizen's General Obligation Bond Oversight Committee

Introduction: Hi, my name is [INTERVIEWER NAME], and I am with an independent research firm conducting a short, anonymous survey on behalf of the City of San Francisco. I am not selling anything, and I will not ask for a donation. Do you have a few minutes to participate?

This survey is about the area of Golden Gate Park we are in right now, the Stanyan Street edge and entrance to Golden Gate Park. (Refer to area map)

1. Have you been to this area of Golden Gate Park before today?

- ☐ Yes [skip to Q3] ☐ No/Don't know

2. Are you...

- ☐ Visiting from out of town [skip to Q5]
☐ Live locally, but haven't been to this area before [skip to Q5]

3. In general, how often do you visit or pass through this area of Golden Gate Park?

- ☐ 3 or more days per week ☐ A few times per month
☐ 1 or 2 days per week ☐ A few times per year

4. When do you typically visit or pass through this area of Golden Gate Park? (CHECK ALL THAT APPLY)

- ☐ Weekdays ☐ Afternoons
☐ Weekends ☐ Evenings
☐ Mornings